



REQUEST FOR PROPOSALS TRANSIT CORRIDORS PLAN CITY OF SAN BRUNO

The City of San Bruno is soliciting proposals for preparation of a Transit Corridors Plan in its Redevelopment Area. The Planning Area is anticipated to encompass the downtown area of San Mateo Avenue from El Camino Real in the south to San Bruno Avenue in the north, and the transit corridors of El Camino Real from Crystal Spring Avenue in the south to I-380 in the north, and San Bruno Avenue from Highway 101 in the east to Elm Avenue in the west.

BACKGROUND

The City of San Bruno was incorporated as a General Law City in 1914. The City is 5.87 square miles in area, and has a population of 41,400 people. San Bruno has an elected five member City Council. The Mayor, one of the members of the City Council, is directly elected for a two-year term. Other members are elected for four-year staggered terms with elections held in November of odd numbered years. The City Council appoints a seven member Planning Commission to assist the Council in the study and re-evaluation of land use issues and proposed development projects.

The City of San Bruno is located in the northern part of the San Francisco Peninsula in San Mateo County, approximately 10 miles south of San Francisco and adjacent to the San Francisco International Airport. A number of jurisdictions, the San Francisco International Airport, and watershed lands of the City of San Francisco surround San Bruno. The City of South San Francisco is located to the north, the City of Millbrae to the south, the San Francisco Bay and the San Francisco International Airport to the east, and Pacifica and Half Moon Bay to the west. The City of San Bruno is primarily built out.

Downtown San Bruno is an underutilized focal point within the City, with a pedestrian-friendly environment and architecturally unique buildings. Downtown is located along a half-mile long stretch of San Mateo Avenue, between San Bruno Avenue and El Camino Real. Downtown is currently home to approximately 100 small, independently owned establishments and hosts a wide variety of ethnically diverse businesses ranging from international restaurants and stores to various retail facilities. Buildings are typically one- to two-stories in height, and some date from the early 20th century. Downtown is most easily accessed from San Bruno Avenue. Surface parking lots are located behind the stores in several downtown locations. Unfortunately, Downtown is not as clearly visible from El Camino Real, and the intersection of El Camino Real and San Mateo Avenue is not prominent. Cross streets (Jenevein, Sylvan, and Angus Avenues) to San Mateo Avenue do provide access to and from El Camino Real, but they are narrow and crowded with on-street parking. The future San Bruno Avenue Caltrain Station and grade separation project will be located at the northern end of Downtown, at the intersection of San Mateo and San Bruno Avenues.

El Camino Real and San Bruno Avenues are dominated by strip commercial development. Traffic circulation on El Camino Real and San Bruno Avenue suffers from inadequate and poorly designed parking for commercial uses. The intersection of San Mateo Avenue and Taylor Avenue with El Camino Real is noted as a historical landmark, marking the beginning of California's highway system.

While the residents and local decision-makers recognize and enjoy the unique character of the downtown area, the community also recognizes that change and new opportunities are fundamental to the downtown and surrounding area's success. Additionally, the community recognizes the need to develop a plan to stimulate economic growth and community identity for the downtown and surrounding areas. Development opportunities should be actively sought to transform Downtown into a truly citywide destination. A wider spectrum of businesses should be introduced at a greater intensity for increased vitality. Connections to Downtown at vehicular, pedestrian, and transit level should be improved with enhanced visibility and streetscape improvements. Housing opportunities should also be expanded within and adjacent to Downtown in order to serve the existing retail base and provide a greater level of round-the-clock activity.

Based on these interests and the recognition of the importance of San Bruno's Transit Corridors area to the entire community's sense of place, the City Council has authorized the City Staff to issue a Request for Proposal (RFP) for the preparation of a Transit Corridors Plan.

OBJECTIVES

One of the primary reasons that the City decided to prepare a Transit Corridors Plan at this time is the current absence of a community held vision for the area. The absence of such vision has resulted in mixed messages to interested developers whose projects could make important contributions to the future viability of the downtown area, but have created community conflict rather than unity over the City's identity. Finally the lack of a common vision has delayed improvements, which could be vital to the downtown's continued success as a focus of community activity and identity.

The City's objectives in undertaking a Transit Corridors Plan at this time include the following:

1. Provide a focus for the community's vision for the downtown and adjacent transit corridors, building on the area's current strengths to facilitate change that will enhance the community identity and sense of place.
2. Examine existing barriers to development, such as small size of lots, inadequate design guidelines and development standards and current parking requirements.
3. Analyze economic feasibility of infill development based on types of uses and development standards.
4. Define development densities required to promote vibrancy of San Bruno's downtown while supporting a successful business base and addressing the changing life-styles in an age integrated population over the next 10 years and then 20 years.
5. Build on the existing regional access and identity of San Bruno's downtown and support this access with an emphasis on the pedestrian in the downtown area and connections to transit.
6. Evaluate new perspectives for expanding the city's commercial core while integrating the downtown into a distinctive, pedestrian-oriented, economically viable unit, which will serve as a focus of community life and identity for years to come.
7. Develop design guidelines and comprehensive signage guidelines. The guidelines should recognize the historic elements within the area to unite the downtown and visually link the planning area to

surrounding residential neighborhoods. Plan policies should acknowledge methods of respecting and preserving the special qualities of individual areas to retain their individuality.

8. Plan for sufficient housing at a range of prices to sustain and enhance the commercial components of the Plan and to provide opportunity for households with a variety of ages and needs.
9. Evaluate the quality and effectiveness of existing public infrastructure. Identify the infrastructure needs to support the community goals for the next 10 and 20 years, including means for implementing infrastructure needs. Infrastructure includes parking, traffic and circulation, flood control, street and sidewalk improvements, water and sewer facilities, and other basic support systems needed or desired to support the community's vision for a continued, strong commercial center, with an integrated and supporting residential area.
10. Develop an implementation program that accommodates a gradual transition to any new uses, provides improvement incentives to existing businesses and includes an integration of policies, concepts and programs to promote sustainability.
11. Involve the broadest possible range of community interests in the process of developing the phased plan for the downtown planning area.

SCOPE OF WORK

The Plan should be consistent with the San Bruno General Plan, San Bruno Redevelopment Plan and Airport Land Use Plan. The Plan should guide future development and reuse while maintaining the history and character of the established community. The Plan should consider the site specific conditions of the downtown and adjacent transit corridors and acknowledge and build upon the uniqueness of the area. The following tasks are anticipated for preparation of the Plan:

1. Review of relevant existing codes, plans, recent projects and the community. The consultant will need to become familiar with the Planning Area and related code requirements, develop an understanding of the scale of development.
2. Define the vision, goals and policies for the Planning Area.
3. Economic analysis to identify demand and feasibility for different types of uses.
4. Development Regulations to include:
 - Development standards and illustrative design guidelines;
 - Street, landscaping, and public space standards and guidelines
 - Parking standards and guidelines
 - Architectural standards and guidelines
 - Signage standards and guidelines
5. Housing Plan. Evaluate affordable housing opportunity sites and identify strategies to facilitate such units in the Planning Area.
6. Streetscape and Signage Plan. Develop guidelines for a unifying streetscape including visual enhancements, way finding signage, gateway features, improved and safer pedestrian movement, and provision of public spaces.
7. Infrastructure Needs. Analysis of infrastructure needs and environmental constraints, and identification of capital improvement support in 10 and 20 year phases.

- Circulation and Parking Needs. Analysis of utilization of existing downtown parking facilities and project off-street parking demand and circulation requirements for each phase of development including the location of the needed facilities and funding opportunities for each improvement by phase. Review and revise parking standards for commercial and residential development in the Planning Area.
8. Implementation and Financing Plan. Examine methods to implement and fund infrastructure improvements. Funding programs should be practical and include incentives for Plan implementation.
 9. Hold outreach meetings. The consultant will be required to facilitate one or two outreach meetings with focus groups, including representation from; local Architects, homeowners, City Council members and Planning Commissioners.
 10. Develop Transit Corridors Plan Document. The consultant will formulate the Plan based on input received at the outreach meetings and direction from the Community Development Director. Emphasis should be placed on illustrative examples to convey the guidelines rather than text. The Plan should be easy to read and comprehend by residents and design professionals.
 - Prepare Administrative Review Draft. The consultant will prepare an administrative draft of the Transit Corridors Plan for staff review and comment.
 - Prepare Public Review Draft. Based on staff's review of the administrative draft, the consultant will prepare a public review draft for presentation to the Planning Commission and City Council.
 - Prepare Final Transit Corridors Plan Document. Upon adoption/acceptance, the consultant shall submit the final Transit Corridors Plan reflecting any changes resulting from Planning Commission and City Council deliberations. The consultant shall transmit the final document in a copy ready version and electronic version.
 11. Meeting Attendance:
 - Staff/Consultant Meetings. The consultant will meet with staff on a monthly basis to discuss project issues and to provide updates on project status.
 - Planning Commission and City Council Meetings. The consultant will present the proposed Transit Corridors Plan at a public hearing of the Planning Commission and City Council.
 12. Public Outreach. The consulting team should propose a public outreach process, including public education, involvement, and outreach. The final Plan document should reflect a realistic plan, which would include a balance of public input and professional planning and development experience. The selected firm will provide all documents and presentations in a format and computer program that can be easily posted on the City's website.

WORK PRODUCTS

Provide fifty (50) printed copies of all summary documents, including power point presentations, and final reports for public distribution and staff reports. A copy of each report, document, and workshop handout shall be provided in a PDF format acceptable to the City's website. Additionally, 10 digital video discs (DVDs) shall be provided. One copy-ready master shall be provided to the City of all work products. All graphs, illustrations and tables shall be prepared so that black and white copies will be readable. Please indicate what word processing and graphic and illustration programs you will use

in the preparation of all the documents for the proposed project. The City has the right to request the use of different programs if those proposed are inaccessible to the City or beyond the City's means to purchase at the time the planning program is being prepared. The final planning document shall be prepared in a format and form, including text and illustrations, that the City can revise and amend over time as required.

REQUIRED PROPOSAL CONTENT

All responses to this RFP must contain the following information:

1. Cover Letter. This should present the consultant's understanding of the project and the methodology that will be used. It should include the names of the professional team. It should include the name, address, email, and phone numbers of the person(s) to contact about the proposal.
2. Detailed Work Plan. Describe the proposed approach and activities to be accomplished. The proposal must include a description of the community involvement program and assign responsibilities among the team members. Information on the software, which will be used to prepare all working documents and the final documents, shall be provided. All work products shall be in a format, which can be converted to display on the City's Web page and which City staff can employ.
3. Firm Qualifications. Describe the firm's experience and qualifications in managing projects similar in nature to the proposed project. This should include a description of prior experience in working with public agencies, including working with city staff and policy makers, and preparing and presenting materials at public hearings. The proposal shall include a list of similar strategic planning projects. This shall include the project name and location, brief description of project and firm's responsibilities, preparation date, and contact name, address, and phone number of client.
4. Project Team. Provide a resume of the project manager, and proposed contract planners and other specialists, including a list of projects in which each individual participated, if available.
5. References. Provide three (3) client references for the main contractor and key sub-contractors. References shall be California cities or other large public sector entities. Provide the designated person's name, title, organization, address, telephone number, and a description of the planning services that were completed for that client.
6. Work Sample: Provide five (5) copies of one or more recently completed examples of the work delivered to prior clients for each team member if available.
7. Schedule. Provide an estimated schedule to complete each of the tasks. This should include the amount of time required to complete each individual task, and the time to allow staff to review and respond to the submitted material.
8. Cost. This should include payment expectations, hourly rates for all professional, technical and support personnel, and costs for meeting attendance, printing, and other miscellaneous costs as applicable. Include a not-to-exceed amount for completing the entire project. Cost shall be broken out by task.

The City has performed some Downtown planning in recent years, which should be considered in the planning program. Finally, it should be noted that while the plan shall address the infrastructure and environmental limitations for development, the environmental document, if required, for the Transit

Corridors Plan should be prepared under a separate contract by a different firm from the firm preparing the Plan selected by the City.

SUBMITTAL

Proposals shall be submitted in a sealed envelope and identified as "Transit Corridors Plan." Provide five (5) copies of the proposal. All proposals must be received by **5:00 p.m. on November 1, 2007**, postmarks will not be accepted. Hand deliver or send proposals to:

Aaron Aknin
Community Development Director
567 El Camino Real
San Bruno, CA 94066-4247

Prior to the submittal date for the RFP, an informational meeting will be held at the San Bruno City Hall, 567 El Camino Real, conference room 115, San Bruno, California, in order to provide potential Proposers with copies of key available resources and answer questions. This meeting will be held on October 5, 2007 at 2:00 p.m. Please contact the San Bruno Planning Department at (650) 616-7074 if you wish further information.

Vender Selection Schedule:

- Proposals due: November 1, 2007
- Interview Consultants: week of November 12, 2007
- City Council approval: December, 2007
- Begin Service: immediately upon contract execution

If addition information or clarification is needed on this RFP, please contact Mark Sullivan, Housing & Redevelopment Manager, at (650) 616-7053 or at msullivan@sanbruno.ca.gov. Mr. Sullivan will be out of the office until October 1, 2007. In his absence, contact Aaron Aknin, Community Development Director at (650) 616-7074 or aaknin@sanbruno.ca.gov.

EVALUATION CRITERIA

The City shall review and evaluate all proposals for responsiveness to the Request for Proposal. Proposals will be judged on the basis of the following:

- Understanding of the City's needs and issues to be addressed; quality and effectiveness of the proposed public outreach and public involvement program; completeness and responsiveness of the proposal to the City's operational needs.
- Professional qualifications and capabilities of the firm and its personnel
- Past experience of the project manager to successfully manage such a project
- Relevant experience of the firm with similar types of projects
- Results of reference checks
- Overall quality of the proposal, including clarity of content
- Depth of public outreach and public involvement in the planning process.
- Demonstration of a clear understanding of the project
- Cost related to the level of work proposed, and time schedule for completion

The City will then select a limited number of firms for an interview. The interviews will likely be held the week of November 12, 2007. The City will notify firms selected for an interview. The proposed project manager is expected to attend the interview.

BACKGROUND INFORMATION

Resource documents for planning background are available as follows:

- a. General Plan (1984) and Housing Element (2003) currently guide land use decisions in the City Center area. The City is currently updating the General Plan.
- b. Housing Element (2003).
- c. Redevelopment Plan (1999). The City Center area is located entirely within the San Bruno Redevelopment Project Area. The Redevelopment Plan provides the Agency with the ability to leverage Agency funds to stimulate private investment in the Project Area with a major emphasis on improving and enhancing Transit Corridors.
- d. Downtown Design Guidelines (1987) provide architectural guidance for new and existing structures in downtown, as well as an overall urban design strategy for the area. The City has initiated an update of the Downtown Design Guidelines.
- e. Historical Resource Inventory (2003) for the San Bruno Redevelopment Project Area.
- f. Downtown Improvement Plan (2000) addressed the design and appearance of downtown, and recommended potential zoning changes, traffic and parking improvements, and pedestrian facilities.
- g. Downtown Streetscape Improvement Project (2002) implemented certain recommendations of the Downtown Improvement Plan, including new street trees, streetlights, and reconstruction of bulbouts to create additional on-street parking spaces.
- h. Caltrain Station Planning (ongoing) is a planning effort led by Caltrain and HNTB to address urban design issues of the new Grade Separation and Train Station in San Bruno. A committee composed of two City Council members, City staff and residents is participating in this process.
- i. Civic Center Complex Master Plan. The City is planning for expansion of public facilities along El Camino Real, including construction of a new library. The new Train Station together with the new BART Station introduces regional transit connection to San Bruno.